

FIG. 1

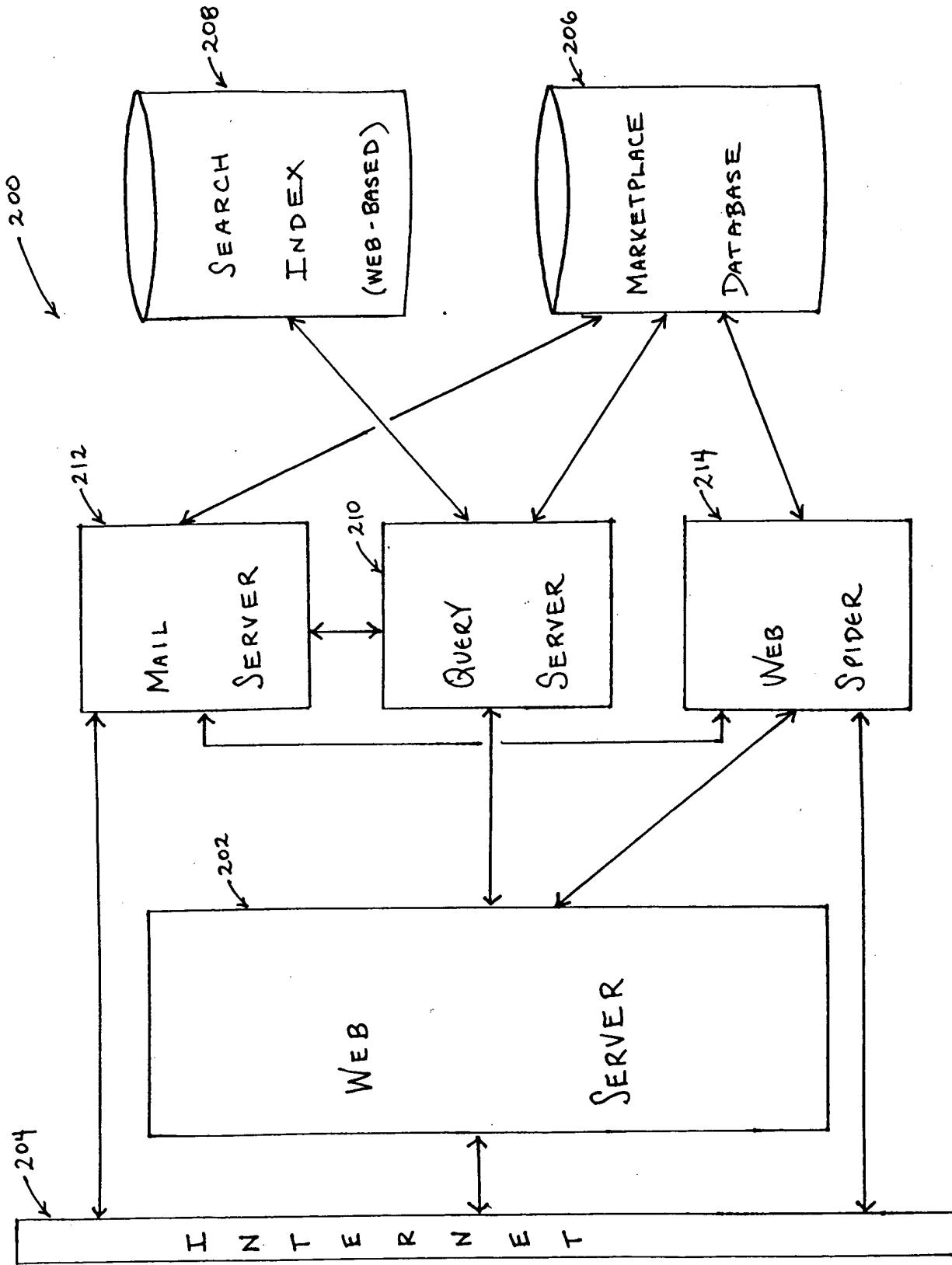


FIG. 2

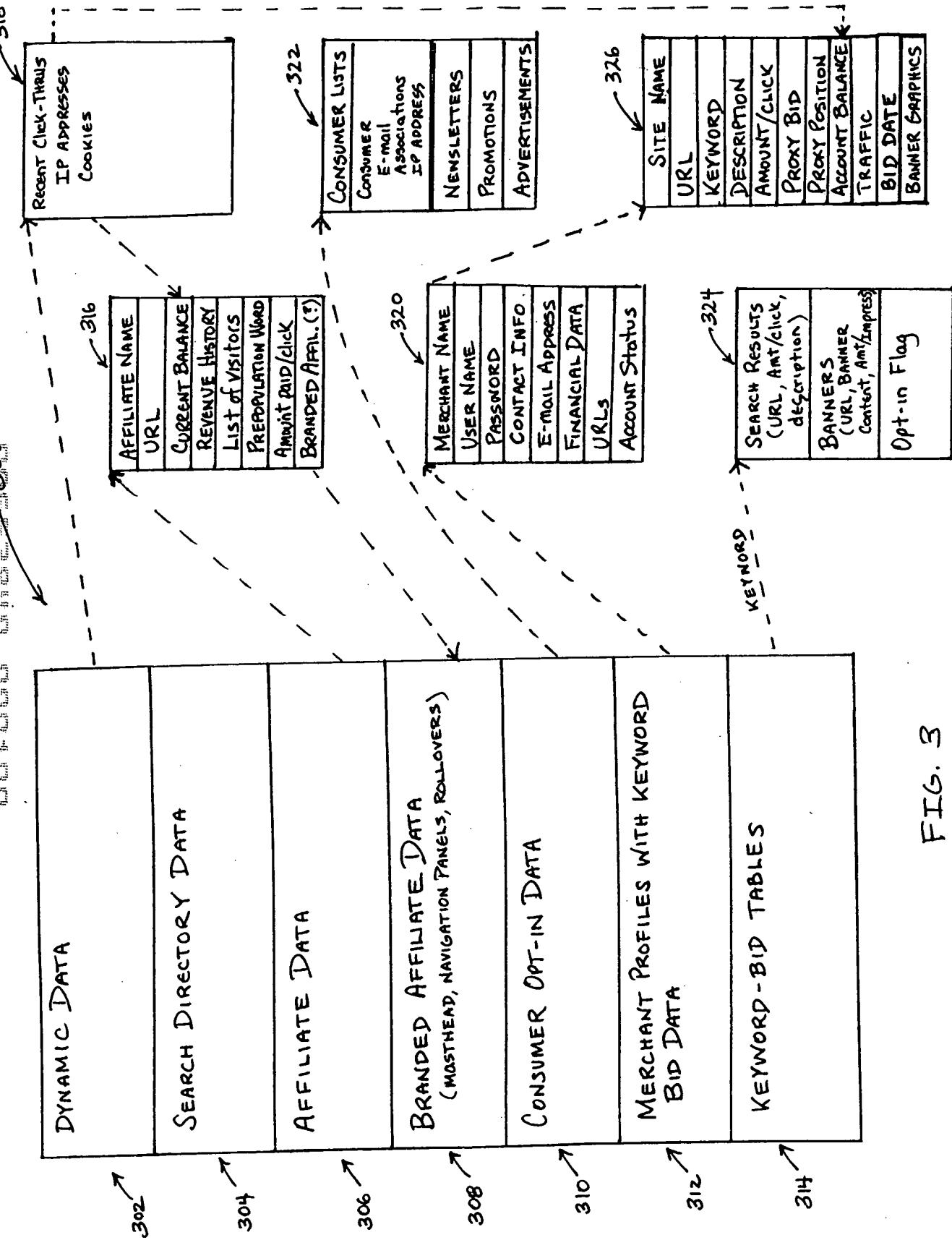
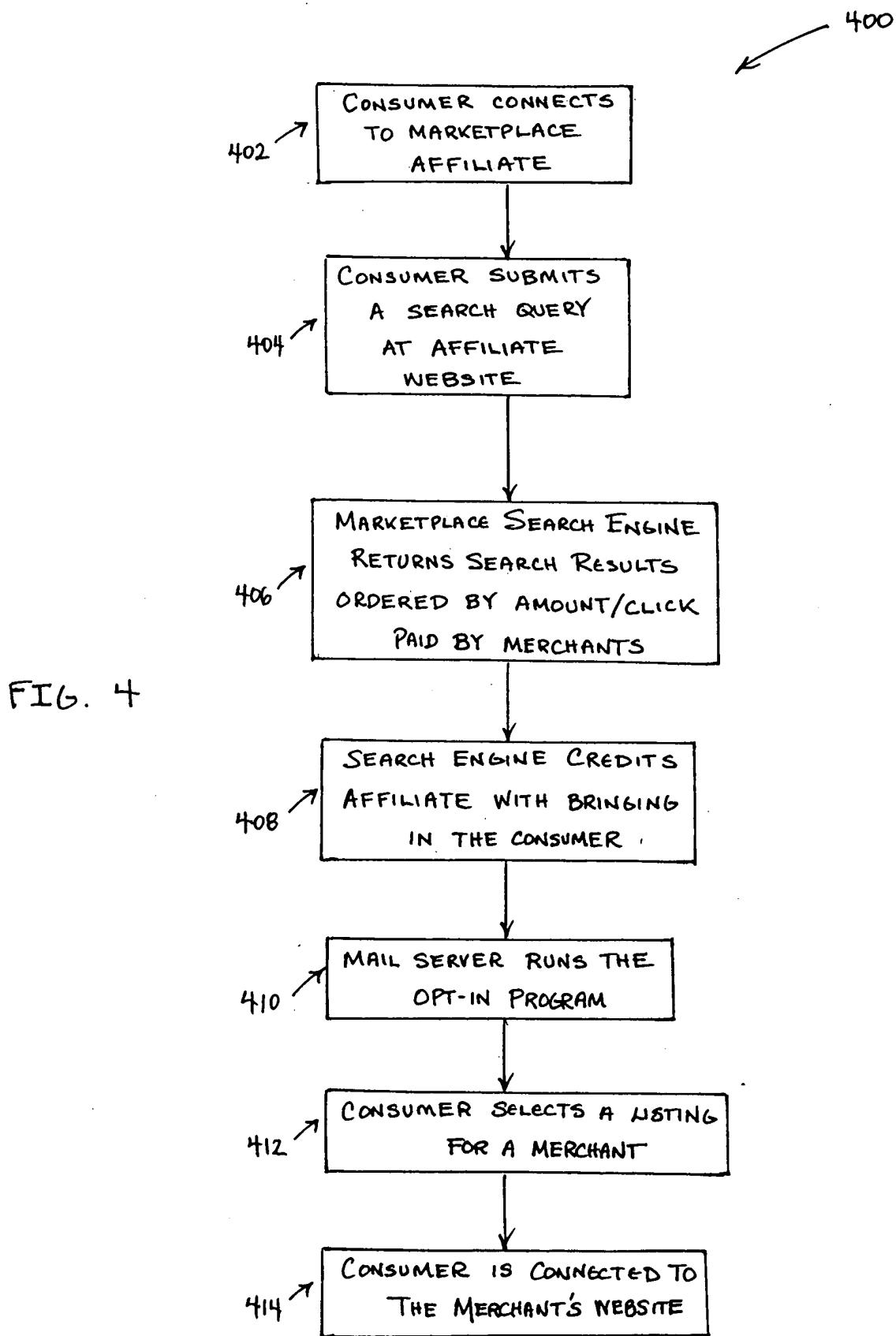


FIG. 3



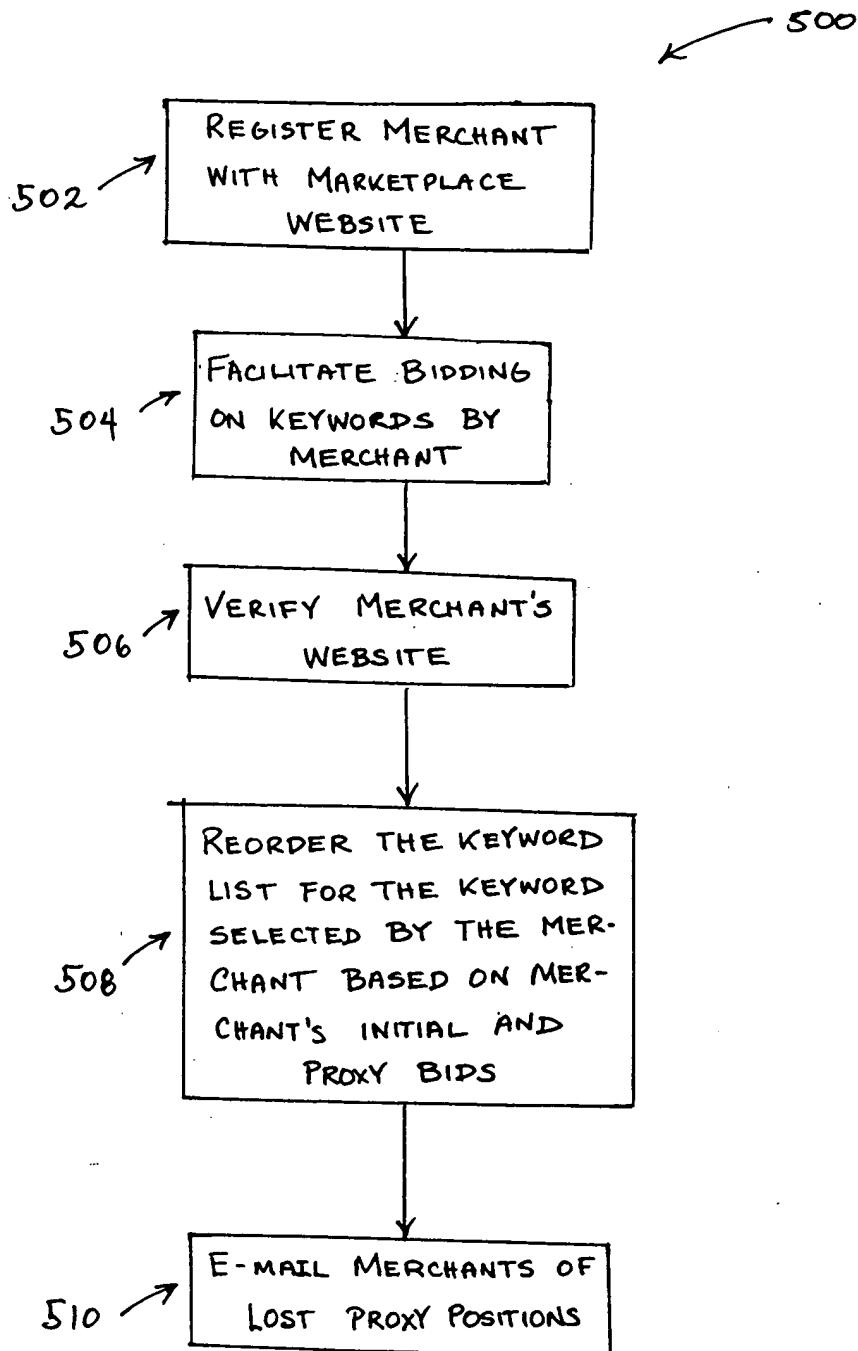


FIG. 5

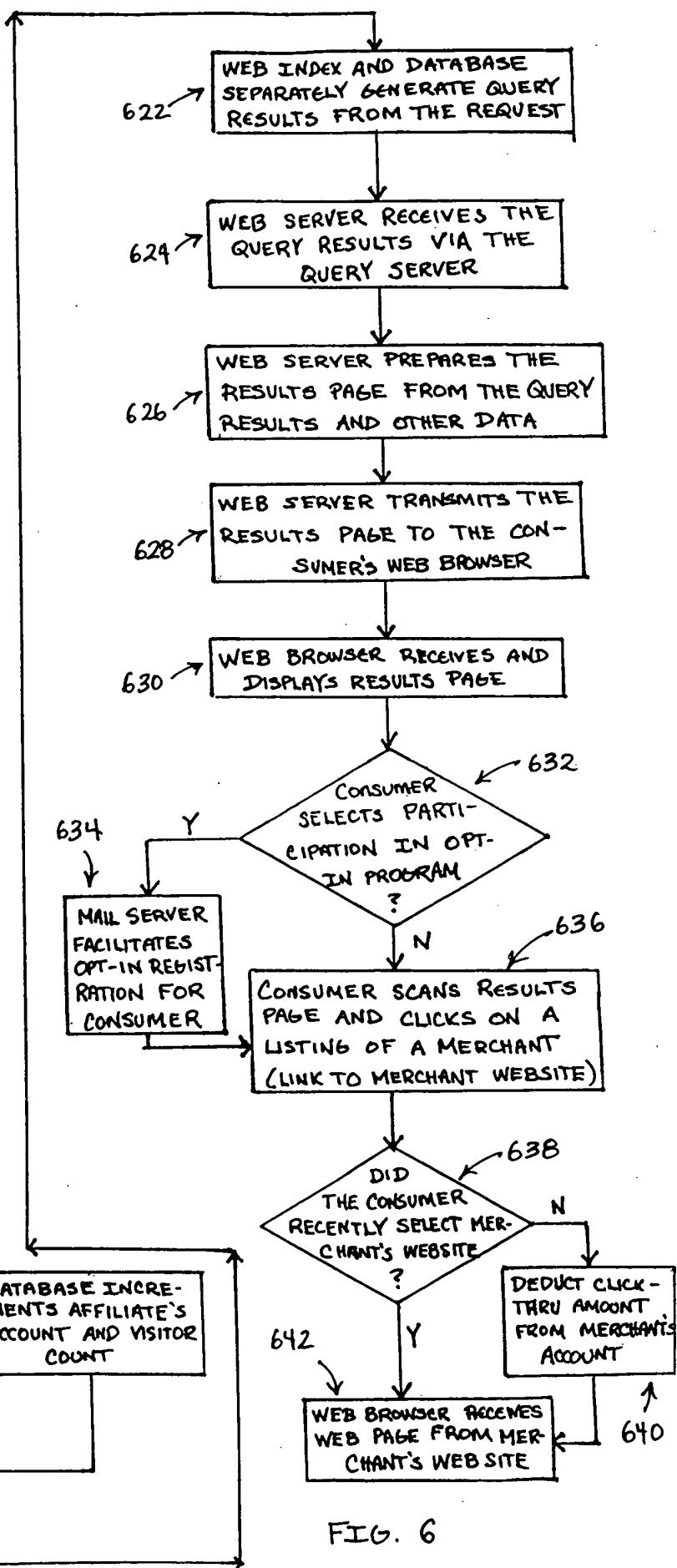
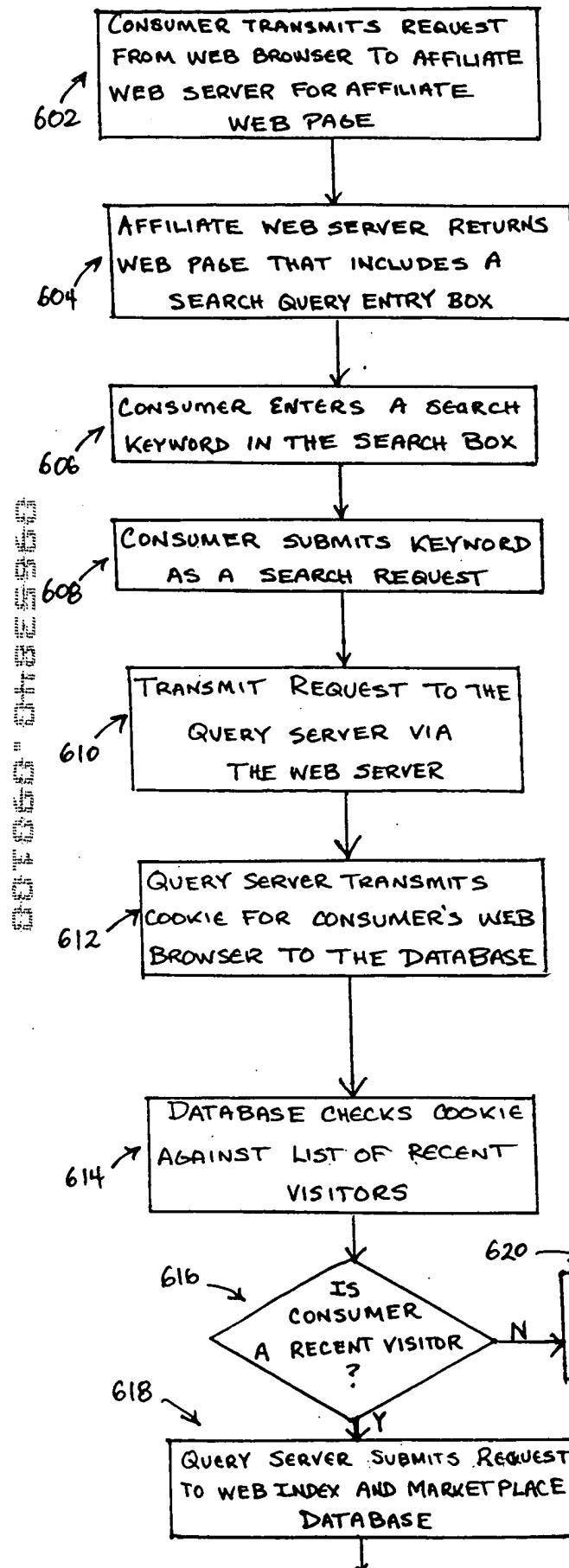


FIG. 6

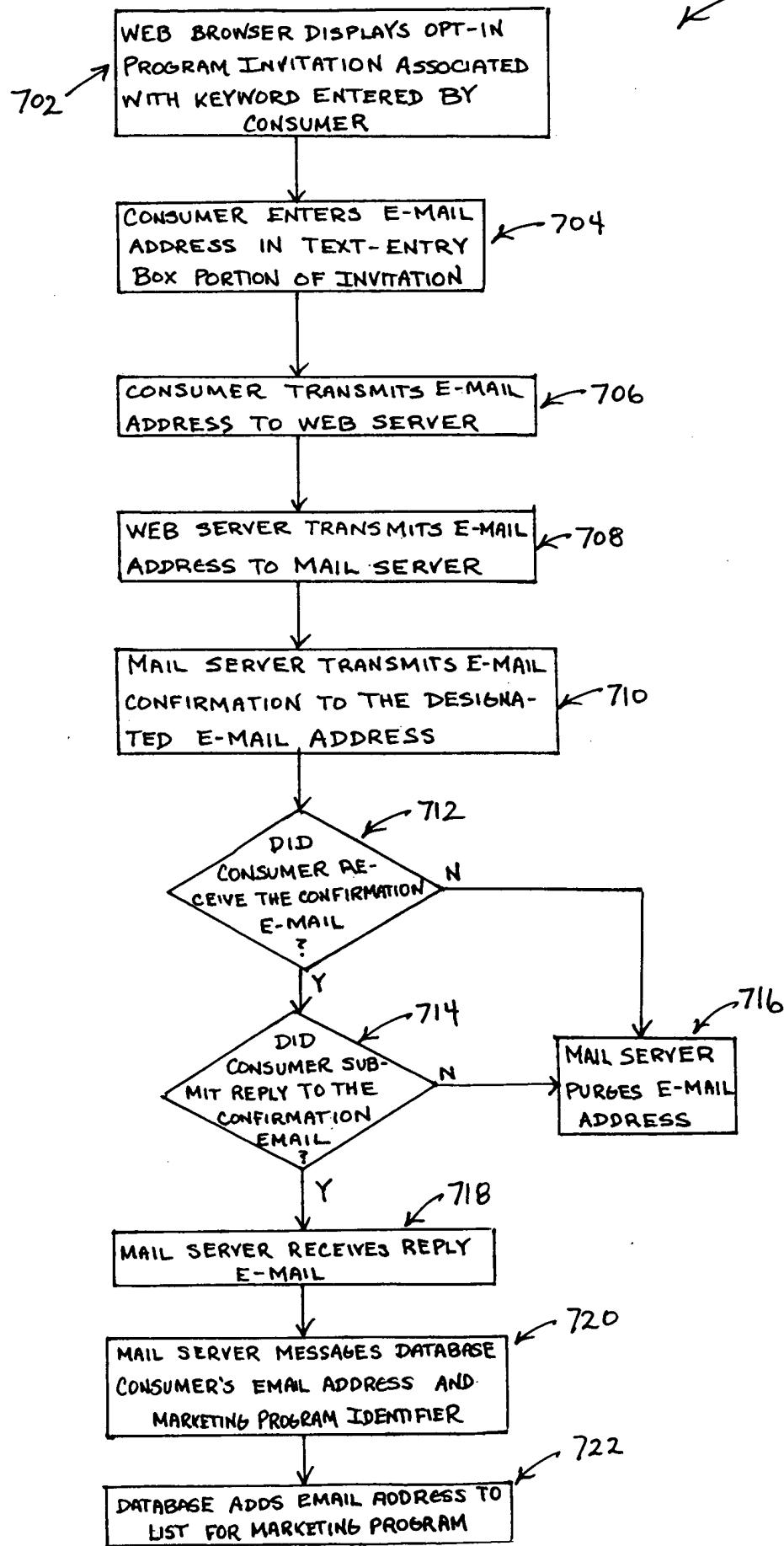


FIG. 7

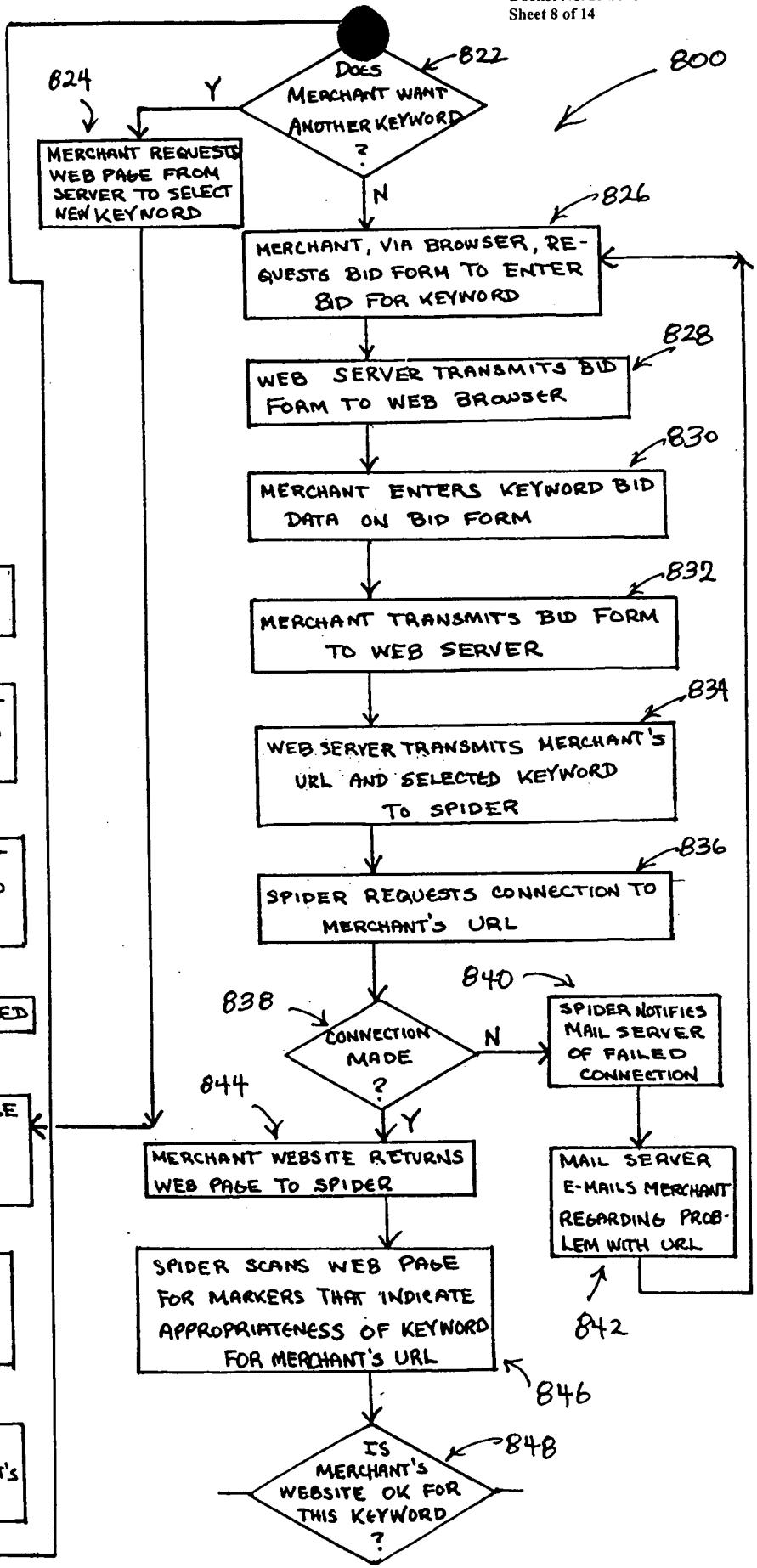
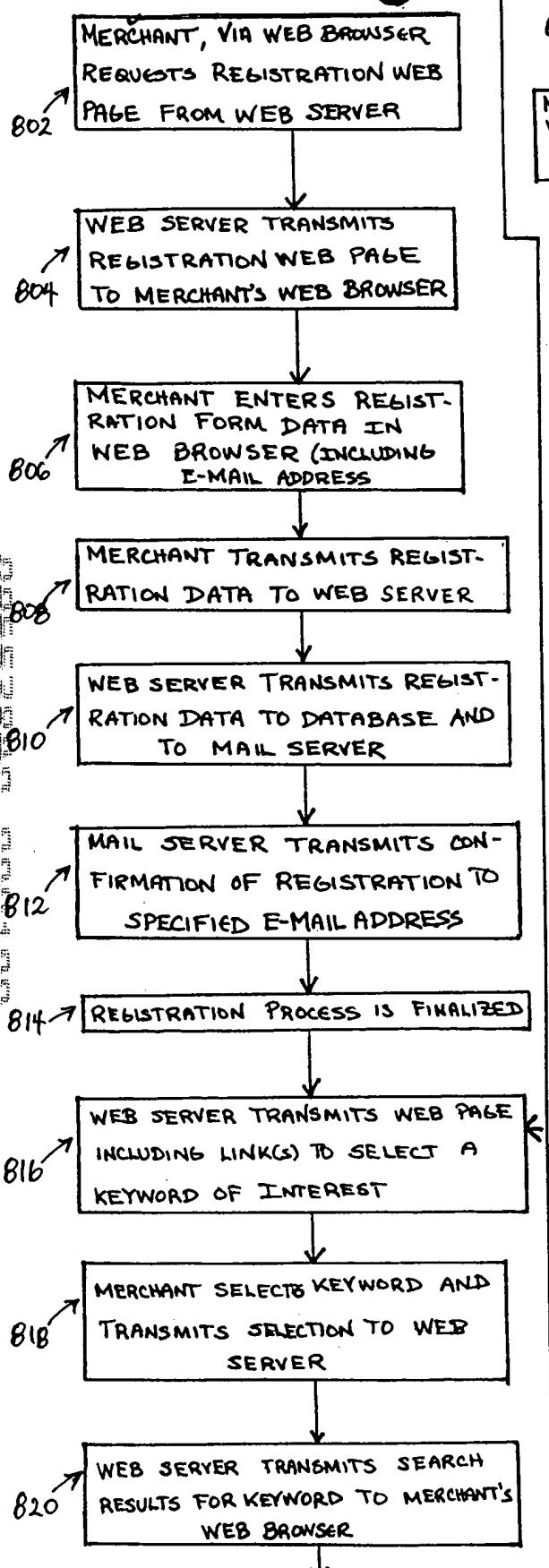


FIG. 8A

[CONT. ON FIG. 8B]

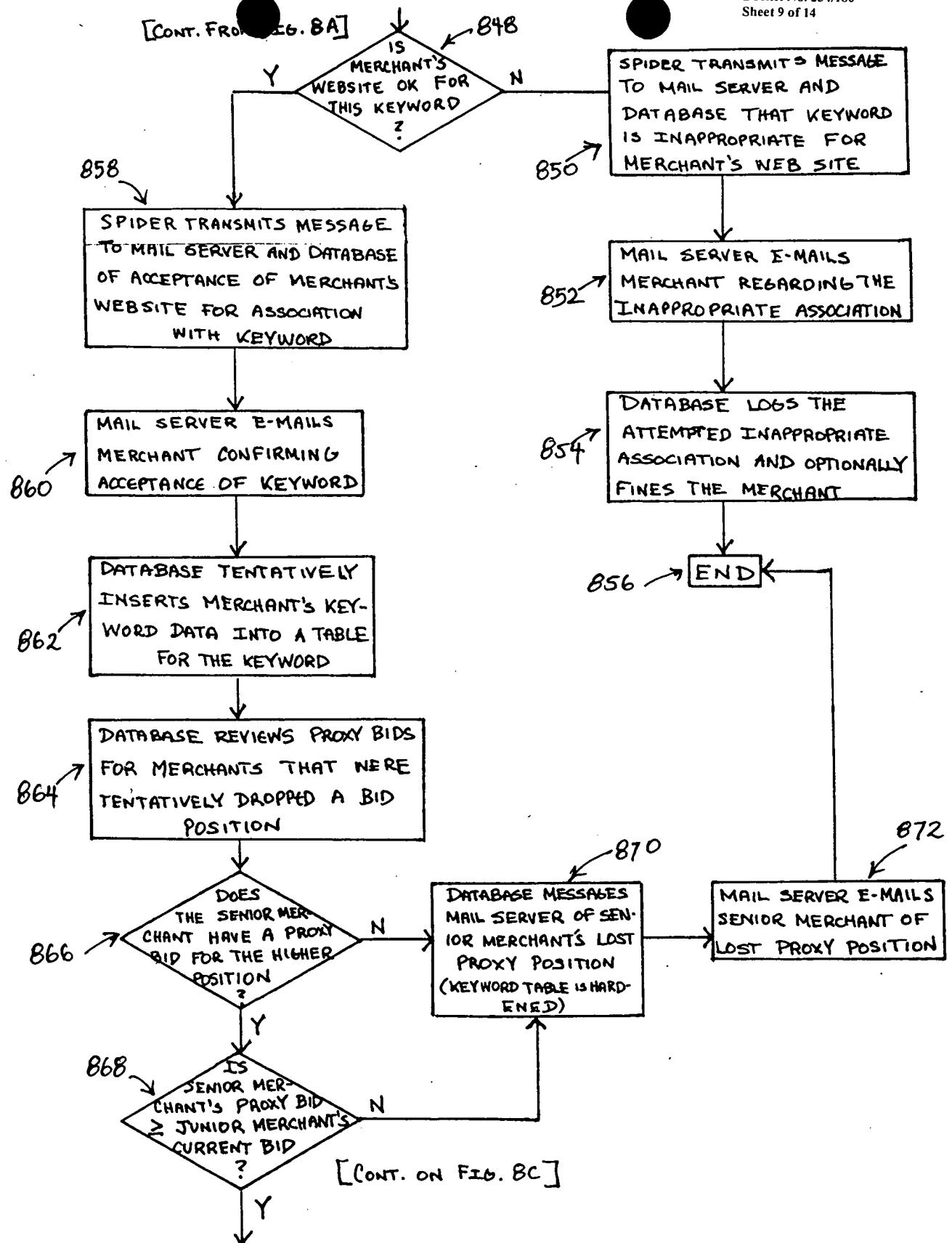


FIG. 8B

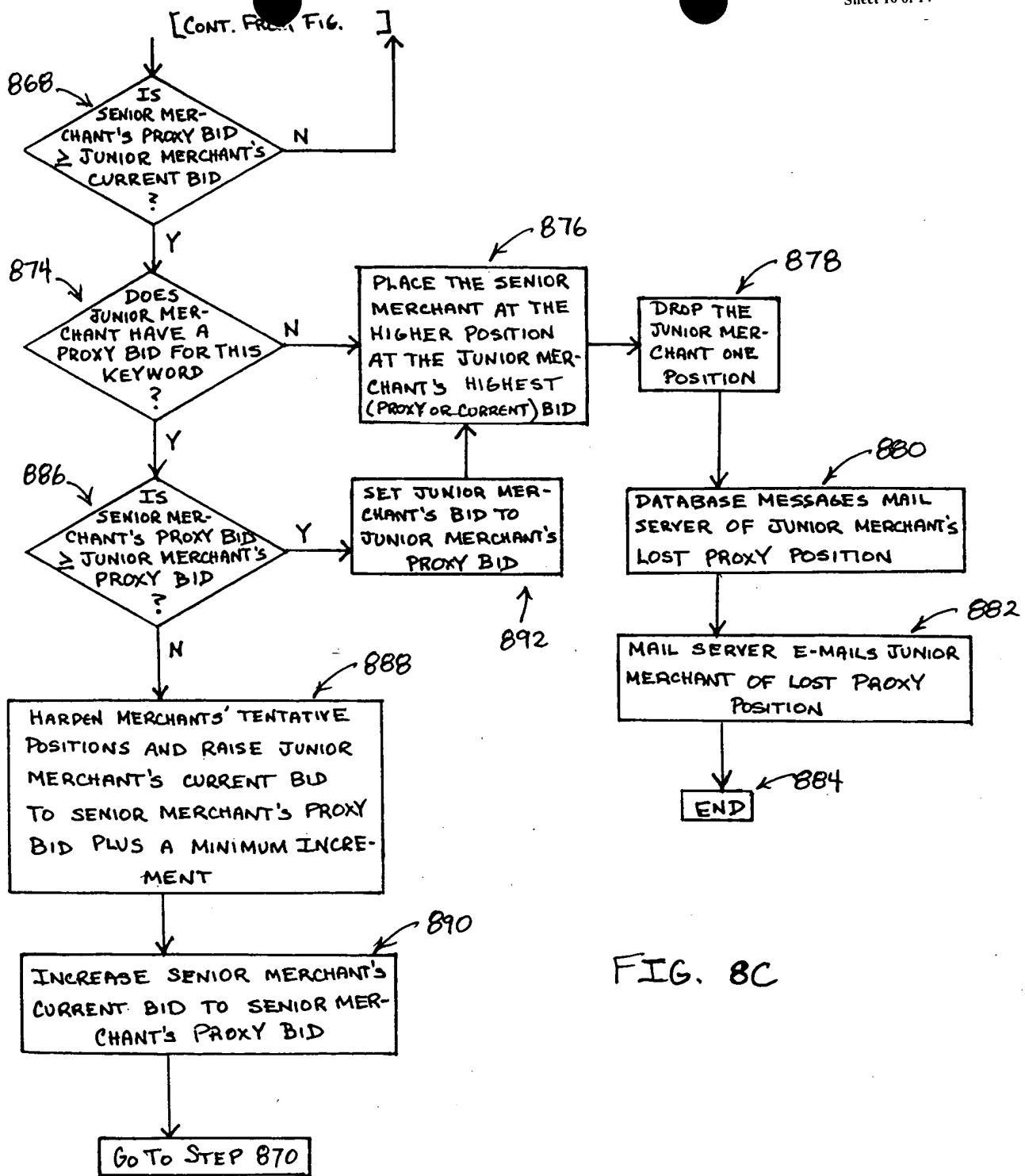


FIG. 8C

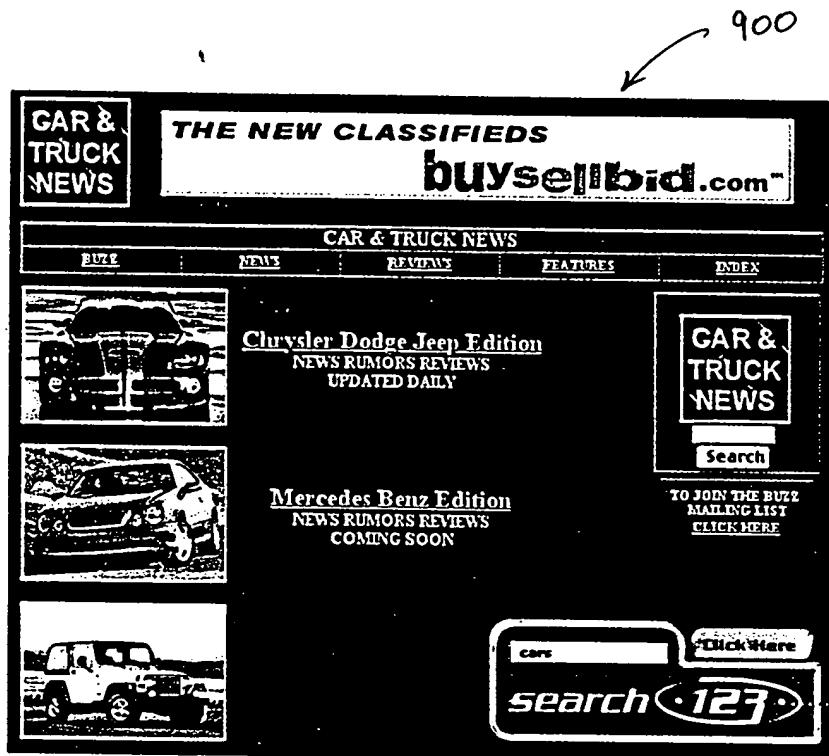


FIG. 9

The screenshot shows the search123 homepage with a search bar containing 'GET A PRICE'. Below the search bar, it says 'Your search for "cars" returned 5 categories, 75 premium listings, 210 sites, and 15,873 pages.' and 'Click here to sign up for a weekly newsletter about cars.' There is a search bar with placeholder text 'Search again for All the words...' and a 'search' button. A 'CATEGORY HEADINGS' section lists:

1. Recreation: Autos (2 matches)
2. Recreation: Models: RC; RC Cars (20)
3. Recreation: Models: Scale; Cars (26)
4. Regional: Europe: United Kingdom: Business and Economy: Motoring: Dealers (60)
5. Sports: Auto Racing: Sprint Cars (5)

A 'PREMIUM LISTINGS' section contains two items:

1. Cars At CarsDirect
Your online auto store. Research, price, purchase your next car at CarsDirect.com.
ad.doubleclick.net (Cost to advertiser: \$1.24)
2. Want to Buy or Sell a Vehicle?
Come to iWant.com. Want to buy? Tell us what you want -- and let it come to you. Looking to sell? Find qualified buyers ready to make a purchase. iWant.com makes buying and selling easy!
go.iwant.com (Cost to advertiser: \$1.24)

FIG. 10A

The screenshot shows the SOTHEBYS.COM homepage with a navigation bar including 'CNBC.com', 'Fine Art • Decorative Arts & Antiques • Jewelry & Watches • Books', and links for Home, Portfolio, Stocks, Funds, Bonds, Markets, Search, CNBC TV, and Tools.

Your search for "cars" returned 5 categories, 75 premium listings, 210 sites, and 15,873 pages.
Click here to sign up for a weekly newsletter about cars.

Search again for All the words... enter search terms here

A 'Category Headings' section lists:

1. Recreation: Autos (2 matches)
2. Recreation: Models: RC; RC Cars (20)
3. Recreation: Models: Scale; Cars (26)
4. Regional: Europe: United Kingdom: Business and Economy: Motoring: Dealers (60)
5. Sports: Auto Racing: Sprint Cars (5)

A 'Premium Listings' section contains two items:

1. Cars At CarsDirect
Your online auto store. Research, price, purchase your next car at CarsDirect.com.
ad.doubleclick.net (Cost to advertiser: \$1.24)
2. Want to Buy or Sell a Vehicle?
Come to iWant.com. Want to buy? Tell us what you want -- and let it come to you. Looking to sell? Find qualified buyers ready to make a purchase. iWant.com makes buying and selling easy!
go.iwant.com (Cost to advertiser: \$1.24)

FIG. 10B

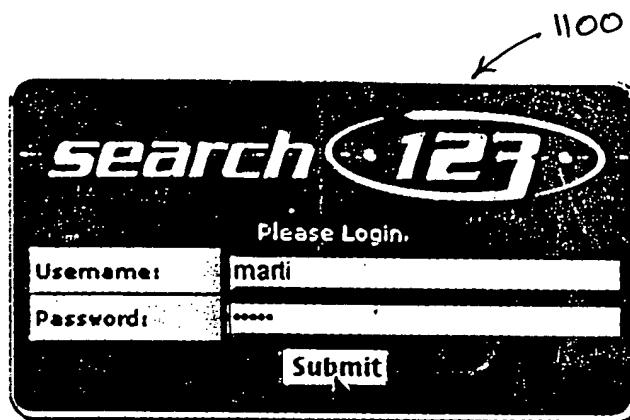


FIG. 11

A screenshot of the search123.com dashboard. At the top, there's a navigation bar with links for "ADD YOUR URL", "MANAGE BIDS", "AFFILIATES", and "HELP DESK". The main header says "CHASE PLATINUM BALANCE TRANSFER" with a "APPLY HERE" button. On the left, there's a sidebar with buttons for "Edit my Profile", "Add a Keyword", "Edit Keywords/Bids", and "Buy more traffic". In the center, there's a "Search News" section and a "June promotions! We will double your bids up to \$200 until June 15, 2008." message. To the right, there's a "Summary Stats" section showing "Active Accounts: 5", "Account Name: Marti", and "Account Balance: \$1224.94". An arrow labeled "1200" points to the "APPLY HERE" button.

FIG. 12

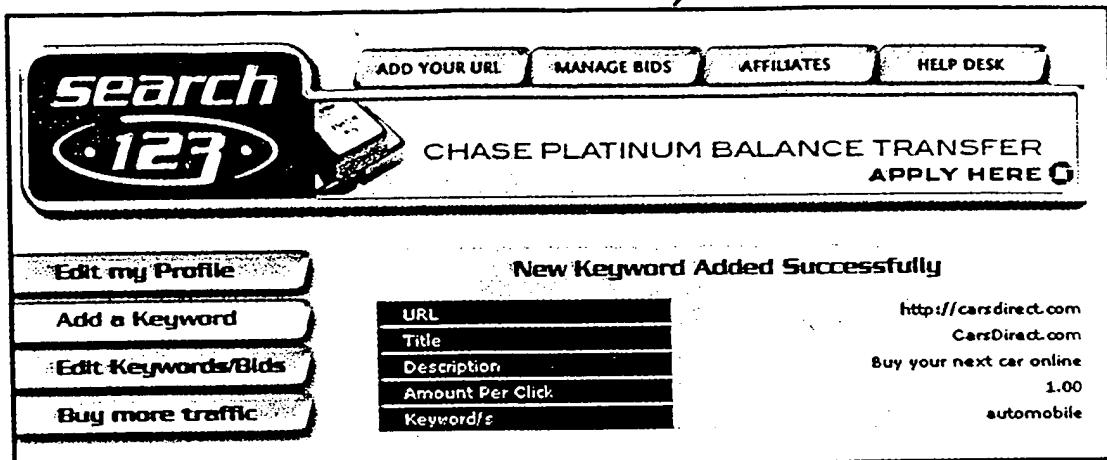


FIG. 13

1400

The screenshot shows the Search 123 homepage with a banner for Chase Platinum Balance Transfer. Below the banner, there is a section titled "Show all keywords for this account". A table lists the keywords and their performance metrics:

URL	Total Trms.	Today's Trms.	Keywords	Per Click	(Edit)	(Delete)
http://carsdirect.com	56,985	2,348	automobile	1.00	(Edit)	(Delete)
http://carsdirect.com	47,895	1,822	car	1.25	(Edit)	(Delete)
http://carsdirect.com	18,521	3,455	automobiles	0.92	(Edit)	(Delete)
http://carsdirect.com	99,233	3,099	cars	1.70	(Edit)	(Delete)
http://carsdirect.com	15,983	987	new cars	0.49	(Edit)	(Delete)

FIG. 14